

WHAT IS THE FOREST STEWARDSHIP COUNCIL?



AT A GLANCE



Today we lead the world's most rigorous and trusted forest certification system
FSC defines responsible forest management and verifies sustainable sourcing of products

27

years of operation

210+

million certified
hectares of forest

1100+

Individuals and organizations
make up our governing body

89

countries represented
in membership

56%

² of consumers globally
recognize the FSC label

1,500+

companies certified to
promote the FSC label

50K+

certifications that
verify sustainable sourcing

#1

most recognized, trusted
and rigorous forest
certification scheme

Trusted by NGOs, consumers and businesses



BY NGOs



FSC is uniquely supported by the world's most trusted environmental organizations.

BY CONSUMERS

54%

of global consumers trust FSC to protect the world's forests, above all actors including governments, companies, and individuals.

Source: 2021 Global Consumer Research

BY BUSINESSES



...chosen by 1000s of global brands

FSC is the preferred certification scheme for companies and the most used by members of the Fortune 500.

WHY CHOOSE FSC



A small label making a big impact



When you purchase FSC-labelled products, you're helping forests, and the people that rely on them, thrive by supporting:



Safeguarding intact and endangered forests

Forests with irreplaceable values, such as old-growth forests, are identified and maintained.



Zero deforestation

Trees are harvested responsibly so there is no net loss of forest over time. Reversing deforestation is crucial to fighting climate change.



Biodiversity preservation

Plant and animal species are protected.



Fair wage and work environment

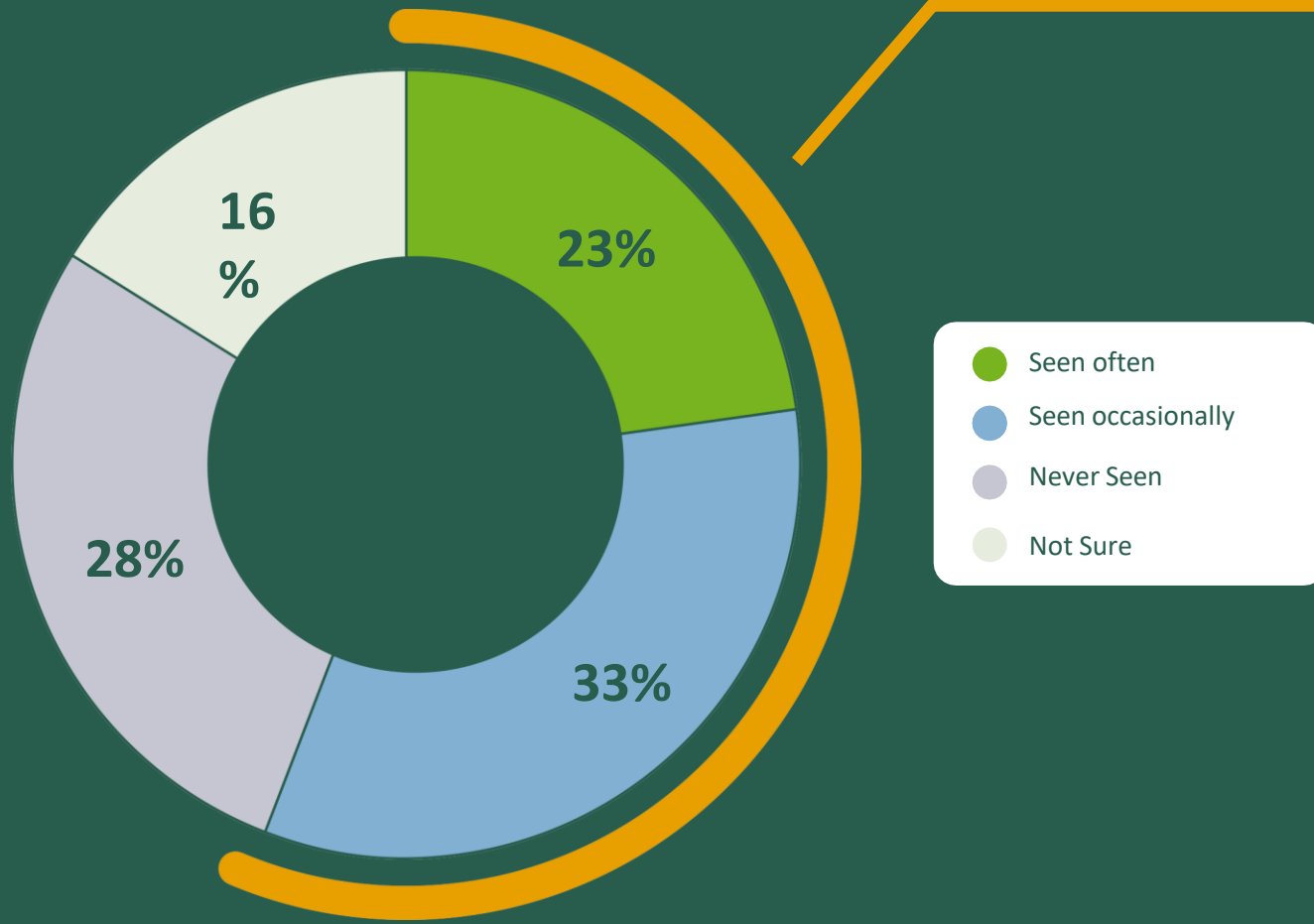
All workers are provided with proper training, adequate safety protocols, and fair wages.



Indigenous and community rights

Local communities living in and around forest areas are consulted, and their legal and cultural rights to land and forest resources are respected.

FSC IS THE MOST RECOGNIZED FOREST-CERTIFICATION SCHEME



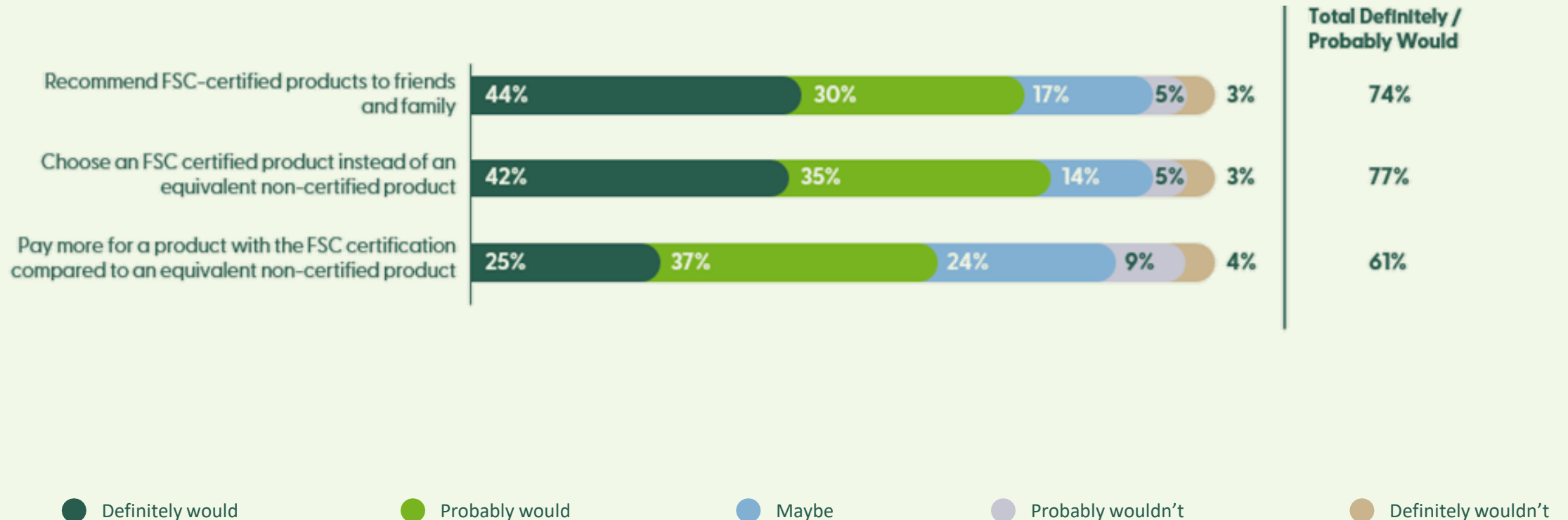
56%

of global consumers recall seeing the FSC label.

No other forest-certification tested came higher globally.

Consumers who know FSC show high levels of advocacy and purchase impact

Over **six in ten** say they would definitely/probably pay more for an FSC labelled product



FSC and market transition

- Voluntary schemes can make a big difference on the ground
- FSC's core strength is co-creation of practical solutions to improve the management of world's forests
- Through FSC's standards, these solutions will be implemented on the ground
- FSC can not solve all forest-related problems in the world, but we can be a catalyst towards more sustainable world



The change FSC pursues



- Forest certification needs to evolve in time to be relevant
- FSC's Global Strategy for 2021-2026 sets the direction
- Achieving 2050 vision requires new tools:
 - Ecosystem service certification
 - Restoration toolbox
 - New climate solutions
 - New circularity tool
 - New approaches to new value chains

OUR 2050 VISION

*Resilient Forests Sustain
Life on Earth*

A new forest paradigm is realized, where the true value of forests is recognized and fully incorporated into society worldwide.

Growing our reach: The value and benefits of forest stewardship will be demonstrated in 300 million hectares of FSC certified area, of which 50 million hectares are natural tropical forests and areas managed by smallholders.

FORESTS FOR RESPONSIBLE FASHION

FASHION
FOREVER
GREEN
PACT



FASHION FOREVER GREEN PACT

FASHION FOREVER GREEN PACT

The fashion industry's circularity transformation is much-needed: a low-carbon future that is ethical, regenerative and transparent. Today's reality, however, is that significant demand for virgin materials remains.

Renewable fibres such as man-made cellulosic fibres (MMCFs) have taken the lead as a more sustainable alternative. Nevertheless, the majority of these fibres are sourced from uncertified forests, leaving these ecosystems vulnerable to deforestation, illegal logging and threatening the people that rely on them. With uncertified sourcing expected to grow, the fashion industry must take action to safeguard forests from further harm.

THE FASHION FOREVER GREEN PACT is a call to immediate action for the fashion industry—brands, retailers and manufacturers alike— to adopt responsible sourcing in support of the world's forests.

Through a commitment to responsible procurement policies, certified sourcing and FSC labeling, the fashion industry can support the sustainable production of renewable fibres.

Join our action and help us protect forests: www.fashionforevergreen.org



“Canopy is proud to spearhead the fastest moving environmental initiative in the apparel sector in partnership with more than 214 iconic fashion brands to end the use of endangered forests in their clothes. We’re excited that brands are giving preference to FSC certified materials, and that this is translating into more mills gaining certification, and ultimately more forests being certified to FSC forest management standards.”

NICOLE RYCROFT
– FOUNDER AND EXECUTIVE DIRECTOR, CANOPY

SIGNATORIES

24

Signatories

5

Brands

19

Manufacturers

100+

2025 Goal

MASAI
COPENHAGEN

H&M

jbs
Textile Group



Daenong



Brunello
PROUDLY MADE IN ITALY SINCE 1927

ENKA®
THE ART OF VISCOSE

BITTE KAI
RAND

ghezzi

l'atelier Marey

Ezio Ghiringhelli

Thank you



Forest Stewardship Council®
FSC® International



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